

Brown

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COUNTY STRATEGIES AND TACTICS

DIVERSIFICATION

Identify ways to diversify Brown County's economy by leveraging agricultural assets in the area.

- Launch a Farmers' Market.
- Expand agricultural tourism activities in the area.
- Create ecological tourism opportunities in the area.

HARDWOODS

Maintain and expand value-added hardwood production in the region.

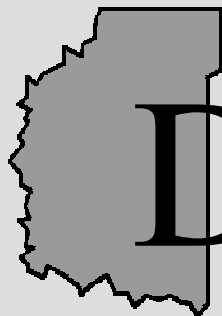
- Create an educational awareness program to share information regarding hardwood industry best management practices for large and small-tract timberland owners.
- Expand local-made offerings for value-added, hardwood products.
- Establish a "Tour of Trees" and tree planting program for the area to allow for ecological tourism opportunities, continued hardwood production and maintenance of pristine environment.

COLLABORATION/EDUCATION

Increase leadership capacity in Brown County to expand the number of people focused on growing the local economy.

- Make enhancements to the Leadership Brown County program to include agricultural economic development issues and leaders in the program.
- Create opportunities for young leaders to get involved.
- Leverage new ways to communicate about agricultural economic development initiatives.
- Tap into financial assistance programs.

Agricultural Economic Development Initiative



COUNTY CONTACT INFORMATION

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COUNTY STRATEGIES AND TACTICS

REGULATORY COORDINATION

Develop a land-use plan that addresses agricultural, residential, and industrial locations that will allow for preservation of the best agricultural land and aid governmental and economic development organizations in the planning of infrastructure for future development.

- Start educational meetings to discuss land-use planning using the Dubois County model.
- Gather information from other counties, e.g. Dubois, Ripley.
- Integrate agriculture on the Economic Development board and Chamber of Commerce board.
- Bring Farm Bureau to the discussion with mapping.
- Address issues with elected officials.

FOOD PROCESSING/DIVERSIFICATION

Create additional food processing and marketing opportunities to add value to locally raised crops, livestock and poultry.

- Attract an oil seed crushing facility and identify seed varieties.
- Establish an educational agriculture group.
- Establish a clean kitchen and a USDA meat inspection facility.
- Develop a Farmers' Market.
- Identify synergies between industries and the agriculture sector.
- Leverage the logistical advantages of area.

LIVESTOCK & POULTRY INTEGRATION

Promote the growth of the livestock and poultry industry in a responsible manner.

- Investigate health insurance and other incentives to grow production agriculture and decrease liability.
- Attract an integrated dairy operation.
- Secure grant money for more modern farm storage for manure for crops.
- Secure the local goat meat market.
- Expand 4-H & FFA to expose young people to the agricultural community.
- Diversify crops grown for livestock production.

Greene

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COUNTY STRATEGIES AND TACTICS

HARDWOODS

Increase Greene County's competitiveness in the hardwood sector through technology advancements and citizen awareness of our quality advantage.

- Organize three forest management workshops.
- Compile an inventory of resources, buyers, sawmills, and consulting foresters. Make the inventory available through the web and on printed forms.

DIVERSIFICATION

Develop niche markets and increase tourism opportunities by utilization of a land use plan, entrepreneurship program and a comprehensive marketing plan.

- Develop a moderate land use plan.
- Develop niche markets and the entrepreneurship to support them.
- Market all aspects of Greene County.

LIVESTOCK INTEGRATION

Increase public and planners' awareness and appreciation of the benefits of "best practices" in the livestock and poultry businesses.

- Identify resources and develop materials for public relations.
- Expand the Ag Day educational event.
- Establish a regular media column from educational resources.

Lawrence

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COUNTY STRATEGIES AND TACTICS

HARDWOODS

Promote management education of landowners to increase woodland growth and economic returns for woodland products while establishing industries to utilize under-used resources.

- Retain district forester office in counties that are covered.
- Improve the quality of local timber through presentations to new audiences, i.e. Kiwanis, Lions, Rotary, senior citizens, Community Foundation, Bar Association and realtors.
- Participate through articles and photos in the agriculture section of the local newspaper.
- Host the 'Stump to Product' tour in Lawrence County.

DIVERSIFICATION

Educate the population of the county in its diversification capabilities.

- Create a county agri-tourism brochure and apply for grant funding through the local convention and visitors bureau to help with printing costs.
- Create a product survey to use in the inventory process.
- Conduct a survey to identify and inventory what is produced in the county, and who is the producer through multiple outlets (county fair, email, mail, newsletters, newspaper).

LIVESTOCK INTEGRATION

Develop an education plan specific to livestock production for the needs of producers and the general public.

- Meet with local newspaper management to encourage the start of a monthly page devoted to agriculture and agricultural issues.
- Start to share more agricultural information with local media outlets such as radio and local cable.
- Identify and contact all local feed distributors to underwrite a small animal education series.

Agricultural Economic Development Initiative



Martin

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COUNTY STRATEGIES AND TACTICS

HARDWOODS

Educate the county population on the economics of the hardwoods industry.

- Educate public on income opportunities associated with hardwoods.
- Reschedule forestry field trip with increased local marketing efforts utilizing media and expanded distribution database for Soil and Water District newsletter.
- Form a county coalition to discuss the economic benefits of access to the Hoosier National Forest through research and community coordination.

LIVESTOCK INTEGRATION

Continue to expand livestock production through education and exploration of available opportunities.

- Investigate creating a site identification tool that identifies potential areas for livestock operations within the county.
- Create a map of available sites utilizing Geographic Information System (GIS) technology.
- Educate the public on livestock operations and determine if any interest exists for entering into the industry and locating potential sites.
- Work with regional processors to identify any potential incentives for new or expanded turkey and chicken operations.

DIVERSIFICATION

Identify and investigate available opportunities to diversify the county's agricultural economy.

- Form an "incubation group for diversification" to prioritize and research niche market opportunities such as aquaculture and waste-to-energy operations.
- Publicize the formation of the incubator through local media outlets.
- Schedule field trips to investigate operations.
- Educate producers on economic opportunities from natural gas lines.
- Hold forums with information from companies (i.e. El Paso) as well as legal advice on implications and benefits.

Agricultural Economic Development Initiative



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COUNTY STRATEGIES AND TACTICS

DIVERSIFICATION

Strengthen the local food economy by focusing on specialty crops, helping growers improve their business skills, developing value-added products, expanding/developing markets, and improving distribution

- Move toward a year-round, permanent Farmer's Market.
- Develop a commercial kitchen.
- Develop a local board.
- Develop agri-tourism.
- Provide training in business skills, marketing, accounting and planning to stabilize local agriculture businesses.
- Educate growers on the opportunities in niche markets and value-added products.
- Make Bloomington a hub for locally-grown product distribution.
- Encourage value-added production.
- Increase direct sales opportunities.
- Educate and mobilize the community to seek healthful, local foods.
- Deal with restrictive regulations that limit local providers access to local institutional customers.

HARDWOODS

Promote the aesthetic and commercial value of hardwood forests.

- Promote scenic corridors.
- Reach out to forest owners.
- Implement public recognition of successful forest management.
- Improve cluster development options.
- Establish regulatory encouragement for forest maintenance.
- Make local hardwoods products available.

Orange

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COUNTY STRATEGIES AND TACTICS

LIVESTOCK

Promote high quality, high value products from Orange County through cooperation and identification of new markets.

- Implement legislation to get USDA meat graders certified in Indiana.
- Increase the amount of local meat sold within each county and the region.
- Market the food co-op based in Orange County that will open in October 2007 with 320 members selling locally-produced products in a retail store.
- Increase membership within the co-op.
- Support the efforts of five Orange County beef and pork producers opening a store in the Sellersburg area.
- Market and investigate new opportunities for selling meats in other parts of the region and state.

HARDWOODS

Leverage the county's abundant hardwoods while ensuring the scenic value of the county is maintained.

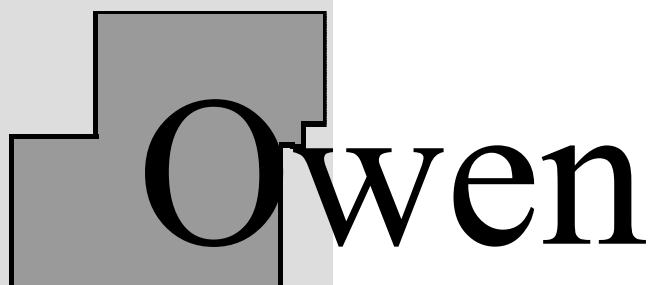
- Form a cooperative for smaller hardwoods producers and harvesters.
- Investigate biomass opportunities that utilize wood by-products from local furniture producers to create energy.
- Investigate opportunities for products that can be created from wood waste.

DIVERSIFICATION

Expand and create new opportunities for value-added food and agricultural products.

- Expand the number of clean kitchens available for use within the region.
- Market local food products to local institutions such as schools, prisons, and food banks.
- Expand utilization of greenhouses, promoting year-round, fresh local produce.
- Educate producers on Market Maker which links them to available markets through the Internet.
- Coordinate small producers in the county interested in specific, niche markets such as goat meat, aquaculture and viticulture so that they can research and investigate, through site visits, about available opportunities.
- Provide entrepreneurs interested in agriculture with a clearinghouse of resources.

Agricultural Economic Development Initiative



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COUNTY STRATEGIES AND TACTICS

DIVERSIFICATION

Diversify Owen County's economy by leveraging agricultural assets.

- Launch a Farmers' Market.
- Create a Farmers' Cooperative Restaurant.
- Encourage sheep and/or goat production.
- Promote agri-tourism.

HARDWOODS

Leverage Owen County's abundant hardwoods resources to create jobs and expand the tax base.

- Leverage harvesting of timber.
- Encourage production of value-added products.
- Support vertical integration in the industry.
- Develop unique products to be purchased by tourists.
- Share best management practices information with woodlot owners.

INTEGRATION/REGULATORY COORDINATION

(EDUCATION AND AWARENESS)

Promote education and leadership training to support agricultural economic development issues.

- Launch a leadership academy program for community leaders.
- Develop a county-strategic economic development plan.
- Implement RCAP visioning process to help coordinate efforts.
- Review zoning and planning for the county.